AMENDMENT TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Previously amended) An apparatus comprising:
a memory,
a bus,
a processor, coupled to the memory by the bus, the processor operative to carry out the steps of:
receiving a definition of a reverse star schema meta-model;
receiving a definition of at least one customer profile group;
generating a data warehouse populated with information from a source database in accordance with the reverse star schema meta-model;
receiving input indicating at least one quantity of interest in the information;
receiving a definition for a data model;
dynamically creating at least one generated database with information from the data warehouse based upon the data model, the customer profile group and configured to the quantity of interest; and
displaying at least a portion of the dynamically generated database.

2. (Previously amended) The apparatus of claim 1 wherein the processor is further operative to carry out the steps of:
generating a customer profile report and wherein the information comprises business performance measures;
creating at least one first dimension table, including:
creating a customer profile hierarchy; and
creating at least one fact table, including:
aggregating business performance measures according to the customer profile hierarchy.

3. (Previously amended) The apparatus of claim 1, wherein the information comprises business performance measures, and wherein the processor is further operative to carry out the steps of:
generating an operation report;
creating at least one fact table, including:
aggregating the business performance measures; and
filtering the customer profiles.

4. (Previously amended) The apparatus of claim 1, wherein the information comprises customer records, and wherein the processor is further operative to carry out the steps of:
generating a customer behavior report;
creating at least one first dimension table, including:
creating at least one customer profiling dimension based upon the at least one customer profile group received; and
creating at least one fact table, including:
aggregating customer records based on at least one customer profiling dimension.

5. (Previously amended) The apparatus of claim 1, wherein the processor is further operative to carry out the steps of:
creating a list of customers for each customer profile group;
creating at least one intermediary data structure to manage a list of customers; and
creating customer classification components in the meta-model for each customer profile group.

6. (Previously amended) The apparatus of claim 1 wherein the information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

11. (Withdrawn) An apparatus comprising:
a memory,
a bus,
a processor, coupled to the memory by the bus, the processor operative to carry out the steps of:
receiving a definition of a reverse star schema meta-model;
receiving a definition of at least one customer profile group;
creating a list of customers for each customer profile group;
creating customer classification components in the meta-model for each customer profile group;
generating a data warehouse populated with information from a source database in accordance with the reverse star schema meta-model;
receiving input indicating at least one quantity of interest in the information;
receiving a definition for a data model;
dynamically creating at least one generated database based upon the data model and the quantity of interest, further comprising:
creating at least one first dimension table based upon the data model and the quantity of interest; and
creating at least one fact table based upon the data model, the quantity of interest and the information; and
displaying the dynamically generated database.

12. (Withdrawn) The apparatus of claim 11 wherein the processor is further operative to carry out the steps of:

generating a customer profile report and wherein the information comprises business performance measures;
creating at least one first dimension table, including:
creating a customer profile hierarchy; and
creating at least one fact table, including:
aggregating business performance measures according to the customer profile hierarchy.

13. (Withdrawn) The apparatus of claim 11, wherein the information comprises business performance measures, and wherein the processor is further operative to carry out the steps of:
generating an operation report;
creating at least one fact table, including:
aggregating the business performance measures; and
filtering the customer profiles.

14. (Withdrawn) The apparatus of claim 11, wherein the information comprises customer records, and wherein the processor is further operative to carry out the steps of:
generating a customer behavior report;
creating at least one first dimension table, including:
creating at least one customer profiling dimension based upon the at least one customer profile group received; and
creating at least one fact table, including:
aggregating customer records based on at least one customer profiling dimension.

15. (Withdrawn) The apparatus of claim 11 wherein the information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)

23. (Cancelled)

24. (Cancelled)

25. (Cancelled)

26. (Cancelled)

27. (Cancelled)

28. (Cancelled)

29. (Cancelled)

30. (Previously Withdrawn) An apparatus for analyzing information from a database organized according to a first data model, the apparatus comprising:

a memory,

a bus,

a processor, coupled to the memory by the bus, the processor operatively disposed to:

defining based upon a virtual data model having a reverse star schema organization, a data warehouse;

receiving as input a definition of a second data model;

creating a first mapping from the first data model to the data warehouse;

creating a second mapping from the data warehouse to the second data model;

analyzing information based upon the second data model, using the first mapping and the second mapping.

31. (Previously Withdrawn) The apparatus of claim 30 wherein the virtual data model comprises an identity centric data organization.

32. (Previously Withdrawn) The apparatus of claim 31 wherein the identity is a customer identity.

33. (Previously Withdrawn) The apparatus of claim 30 wherein the information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

34. (Cancelled)

35. (Cancelled)

36. (Cancelled)

37. (Cancelled)

38. (Cancelled)

39. (Cancelled)

40. (Previously amended) The apparatus of claim 1, wherein the processor is further operative to carry out the steps of:
receiving a selection of a targeted customer segment of interest as the quantity of interest;
generating at least one targeted customer segment table based upon the dynamically generated database; and
providing the targeted customer segment table to external applications.

41. (Previously Amended) The apparatus of claim 1, wherein dynamically generating a database further comprises:
receiving an input from an on-line application processor (OLAP);
transforming the input into a database query based upon the data model; and
providing information in response to the database query.

42. (Previously Withdrawn) An apparatus comprising:
means for receiving a first schema database;
means for receiving a virtual data model definition having a reverse star schema organization;
means for determining a second schema from the virtual data model;
means for mapping information from the first schema database to a second schema database organized according to the second schema.

43. (Previously Withdrawn) The apparatus of claim 42 wherein the first schema comprises a star schema.

44. (Previously Withdrawn) The apparatus of claim 42 wherein the virtual data model comprises an identity centric data organization.

45. (Previously Withdrawn) The apparatus of claim 44 wherein the identity is a customer identity.

46. (Previously Withdrawn) The apparatus of claim 42 wherein information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

47. (Currently Amended) A computer implemented method, comprising a computer performing the following steps:
receiving a definition of a reverse star schema meta-model;
receiving a definition of a customer profile group;
generating a data warehouse populated with information from a source database in accordance with the reverse star schema meta-model;
receiving input indicating a quantity of interest in the information;
receiving a definition for a data model;
dynamically creating a database from information in the data warehouse based upon the data model, customer profile group and configured to the quantity of interest; and
displaying at least a portion of the dynamically generated database ~~on a computer display~~.

48. (Previously Presented) The method of claim 47, further comprising:
generating a customer profile report and wherein the information comprises business performance measures;
creating at least one first dimension table, including:
creating a customer profile hierarchy; and
creating at least one fact table, including:
aggregating business performance measures according to the customer profile hierarchy.

49. (Previously Presented) The method of claim 47, wherein the information comprises business performance measures, the method further comprising:
generating an operation report;
creating at least one fact table, including:
aggregating the business performance measures; and
filtering the customer profiles.

50. (Previously Presented) The method of claim 47, wherein the information comprises customer records, the method further comprising:
generating a customer behavior report;
creating at least one first dimension table, including:
creating at least one customer profiling dimension based upon the at least one customer profile group received; and
creating at least one fact table, including:
aggregating customer records based on at least one customer profiling dimension.

51. (Previously Presented) The method of claim 47 wherein information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

52. (Previously Withdrawn) A method comprising:
receiving a first schema database;
receiving a virtual data model definition having a reverse star schema organization;
determining a second schema from the virtual data model;
mapping information from the first schema database to a second schema database organized according to the second schema.

53. (Previously Withdrawn) The method of claim 52 wherein the first schema comprises a star schema.

54. (Previously Withdrawn) The method of claim 52 wherein the virtual data model comprises an identity centric data organization.

55. (Previously Withdrawn) A method for analyzing information in a database organized according to a first data model, the method comprising:
defining based upon a virtual data model having a reverse star schema organization, a data warehouse;
receiving as input a definition of a second data model;
creating a first mapping from the first data model to the data warehouse;
creating a second mapping from the data warehouse to the second data model;
analyzing information based upon the second data model, the first mapping and the second mapping.

56. (Previously Withdrawn) The method of claim 55 wherein the virtual data model comprises an identity centric data organization.

57. (Previously Amended) A computer readable medium, carrying one or more sequences of instructions, which instructions, when executed by one or more processors, cause the one or more processors to carry out the steps of:
receiving a definition of a reverse star schema meta-model;
receiving a definition of a customer profile group;
generating a data warehouse populated with information from a source database in accordance with the reverse star schema meta-model;
receiving input indicating a quantity of interest in the information;
receiving a definition for a data model;
dynamically creating a database from information in the data warehouse based upon the data model, customer profile group and configured to the quantity of interest; and
displaying at least a portion of the dynamically generated database.

58. (Previously Amended) The computer readable medium of claim 57, further comprising instructions for carrying out the steps of:
generating a customer profile report and wherein the information comprises business performance measures;
creating at least one first dimension table, including:
creating a customer profile hierarchy; and
creating at least one fact table, including:
aggregating business performance measures according to the customer profile hierarchy.

59. (Previously Amended) The computer readable medium of claim 57, wherein the information comprises business performance measures, the computer readable medium further comprising instructions for carrying out the steps of:
generating an operation report;
creating at least one fact table, including:
aggregating the business performance measures; and
filtering the customer profiles.

60. (Previously Amended) The computer readable medium of claim 57, wherein the information comprises customer records, the computer readable medium further comprising instructions for carrying out the steps of:
generating a customer behavior report;
creating at least one first dimension table, including:
creating at least one customer profiling dimension based upon the at least one customer profile group received; and
creating at least one fact table, including:
aggregating customer records based on at least one customer profiling dimension.

61. (Previously presented) The computer readable medium of claim 57 wherein information comprises at least one of telecommunications information, financial

information, retail marketing information, insurance information, and health care information.

62. (Previously Withdrawn) A computer readable medium, comprising:
instructions for causing one or more processors to receive a first schema database;
instructions for causing one or more processors to receive a virtual data model definition having a reverse star schema organization;
instructions for causing one or more processors to determine a second schema from the virtual data model;
instructions for causing one or more processors to map information from the first schema database to a second schema database organized according to the second schema.

63. (Previously Withdrawn) The method of claim 62 wherein the first schema database comprises a star schema.

64. (Previously Withdrawn) The computer readable medium of claim 62 wherein the virtual data model comprises an identity centric data organization.

65. (Previously Withdrawn) A computer readable medium, comprising:
instructions for causing one or more processors to receive a database organized according to a first data model;
instructions for causing one or more processors to define based upon a virtual data model having a reverse star schema organization, a data warehouse;
instructions for causing one or more processors to receive as input a definition of a second data model;
instructions for causing one or more processors to create a first mapping from the first data model to the data warehouse;
instructions for causing one or more processors to create a second mapping from the data warehouse to the second data model; and

instructions for causing one or more processors to analyze information based upon the second data model, the first mapping and the second mapping.

66. (Previously Withdrawn) The computer readable medium of claim 65 wherein the virtual data model comprises an identity centric data organization.